



CALIFORNIA **OLIVE** COMMITTEE
2565 Alluvial Ave • Suite 182
Clovis, CA 93611
PHONE 559/456-9096 FAX 559/456-9099

AGENDA
Ripe Olive Marketing Subcommittee Meeting
Double Tree • Sonoma Room
Thursday, November 5, 2015
12:15 p.m.
(Lunch Served)

- I. Call to Order
 - a. Roll call
 - b. Approval of 5-13-15 Ripe Olive Marketing Subcommittee minutes
(action item)
 - c. Elect Marketing Subcommittee Chairperson (action item)
- II. Review of Strategic Plan
- III. 2015 Marketing Plan Review
 - a. Partnerships- CA Grown
 - b. Fleishman-Hillard
- IV. Directives for 2016 Marketing Plan (action item)
- V. Other Business
- VI. Adjournment